



**Iowa Community Action
Agencies**

"Helping People Help Themselves"

HAWK-I Outreach Pilot Project
Division of Community Action Agencies



**healthy
kids in iowa**

Health care coverage to qualified children

Community Action in Iowa

Eighteen agencies, representing a statewide service delivery infrastructure with outreach offices in every county

Mission to alleviate the effects of poverty on Iowa citizens and families

Provide services to over 100,000 low-income families each year

Coordinate efforts at the community level that include education, health, human services, employment, child care, and child nutrition

Services include Head Start, WIC, Maternal and Child Health, Child Care Resource and Referral, Energy Assistance, Weatherization, and many others.

Record of working with other state, federal, local, private, and community partners

Utilize extensive network of community volunteers

Governed by tri-partite board with equal representation of elected officials, private sector representatives, and low-income citizens designed to address local needs with local solutions

HAWK-I Outreach Pilot Project

Division of Community Action Agencies

State appropriation of \$100,000, \$30,000 in federal funds

Four agencies receiving \$2540,000

Include **rural** and urban areas

At least one county to target non-English speaking population

Agencies selected on competitive application to:

- develop innovative community partnerships
- increase applications and enrollments
- measure and report results

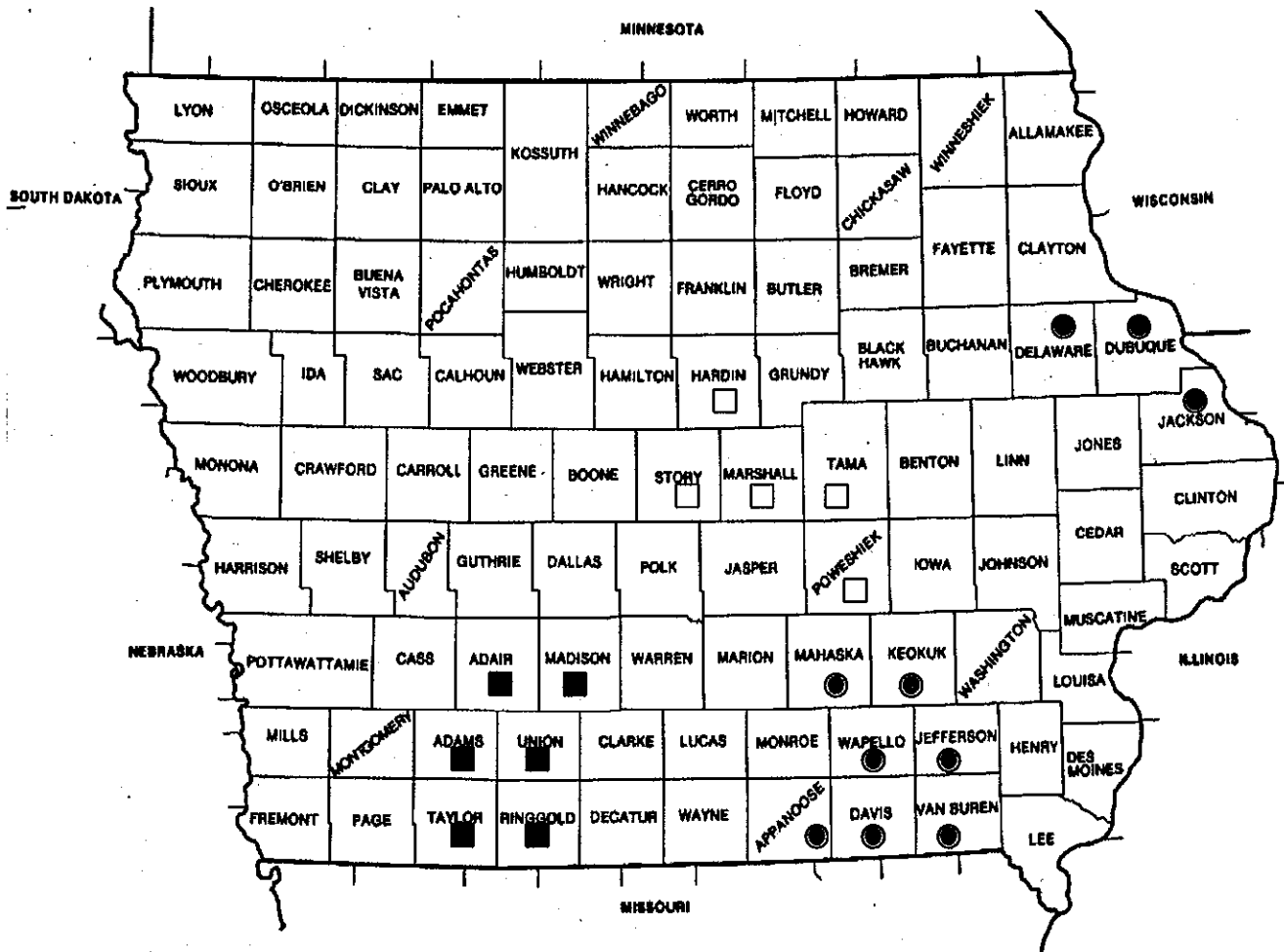
Coordinate with DHS at state and local levels

Report results of pilot project to HAWK-I Board and Legislature

- successful practices
- identify barriers
- recommendations for program improvement

HAWK-I OUTREACH PILOT PROJECT AREAS

- Operation: New View Community Action Agency
- Southern Iowa Economic Development Association
- Mid-Iowa Community Action Agency
- MATURA Action Corporation



2000 HAWK-1 Pilot Project

Application and Enrollment Information

	Jan -July	Aug – Dec
Percentage Of applications taken in pilot project areas	17.71%	18.87%
Percentage of enrollments in pilot project areas	17.89%	18.82%

Non-English Speaking Population Information

	Jan – July	Aug – Dec
Percentage of applications taken for non-English speaking individuals in MICA's pilot project area	7.27%	21.45%

Enrollment Goal Information

	Jan – July	Jan – Dec	Difference
Percent of goal reached in non-pilot project areas	19.36%	25.69%	+6.33%
Percent of goal reached in pilot project areas	20.94%	29.04%	+8.10%

DATE: February 6, 2001

TO: Dubuque County Advisory Committee.
HAWK-I Children's Health Insurance Program

FROM: Anthony R. Allen, Jr., Tri-County Outreach Coordinator
Operation New View Community Action Agency

SUBJECT: February 22nd ADVISORY COMMITTEE MEETING

A reminder that the next meeting of our HAWK-I Advisory Committee will be held:

Thursday, February 22, 2000
1:15 P.M.
Second Floor Conference Room
Operation: New View Community Action Agency
1473 Central Avenue
Dubuque, Iowa

Hope you will be able to attend. Look forward to seeing you on February 22nd at 1:15 p.m.

February 6, 2001

Dubuque, Iowa 52002

Dear Sir **or** Madam:

If we can take a brief moment of **your** time to introduce to you the HAWK-I Program, you will find that this is information that you can share. with your clients. The Healthy And Well Kids in Iowa (HAWK-I) Program is designed to provide all of Iowa's kids with health insurance. This insurance is of no cost or low-cost to **the** families that meets the guidelines. If you would take time to look **over** the accompanying information you will find that this is a valuable opportunity for our **kids**. I am suggesting that you include this info in your newsletter or you may schedule a presentation about the information with **our office**. The contact person for the HAWK-I Program is Anthony Allen.

We **are** grateful that **your** organization is lending support to a worthwhile endeavor. To **insure** all of Iowa's Kids is a great adventure and we at Operation: New View Community Action Agency applauds **your** organizations desire to be a part of the solution. You will **find** a HAWK-I flyers accompanying this letter so feel free to post this on **your** bulletin board or anywhere you feel will spread the message. If you have questions, please feel free to contact us at 556-5130, **ext.13**.

Hope to hear **from** you soon. We look forward to working with you and your organization!

Thank you,

Anthony R. Allen, Jr.
HAWK-I **Tri-County Coordinator**
Operation: New View Community Action Agency

Enclosures: Business Card
Income **Guidelines**
HAWK-I Flyer

Dubuque County HAWK-I School Tracking Form

CONTACT/NURSE	SCHOOL/DAYCARE	PHONE #	ELIGIBLE	EN'RLLD	CONTACT DATE/ FOLLOW-UP	STATUS
	Ardubon, 605 Lincoln Avenue	588-8308				
	Bryant, 1280 Rush Street	588-8312				
	Central Alternative H.S., 39 Bluff St.	588-8395				
	DBQ Schools (The Forum), 2300 Chaney	588-5100				
	DBQ Senior H.S., 1800 Clarke Dr.	588-5220				
	Eisenhower, 3170 Spring Valley Rd.	588-8330				
	Fulton, 2540 Central Ave.	588-8319				
	Hempstead H.S., 3715 Pennsylvania St.	588-5160				
	Holy Ghost, 2981 Central Ave.	556-1511				
	Holy Trinity-Sacred Heart, 2222 Queen	588-4657				
	Hoover, 3259 St. Anne Dr.	588-8323				
	Irving, 2520 Pennsylvania Ave.	588-8326				
	Jefferson Jr. H.S., 1105 Althausen St.	588-8360				
	Jones Jr. H.S., 1090 Alta Vista St.	588-8370				
	Kennedy, 2135 Woodland Dr.	588-8334				
	Keystone AEA, 2300 Chaney Rd.	556-3310				
	Lincoln, 101 W. 5th St.	588-8338				
	Marshall, 1450 Rhomberg Ave.	588-8342				
	Nativity, 1001 Alta Vista St.	582-7236				
	Prescott, 1249 White St.	588-8346				
	Resurrection, 4300 Asbury Rd.	583-9488				
	Sageville, 11969 Sherill Rd., Sageville	588-8350				
	St. Anthony's, 2175 Rosedale Ave.	556-2820				
	St. Catherine's, 5111 St. Catherine Rd.	556-2941				
	St. Columbkille's, 1198 Rush St.	582-3532				
	St. John The Baptist, 10801 Sundown Rd.	556-5967				
	St. Joseph The Worker, 2105 St. Joseph	556-4194				
	St. Joseph's Key West, Key West	582-2886				
	St. Mary's/St. Patrick's E, 1800 White St.	582-1053				
	St. Mary's/St. Patrick's W, 180 W 15th St.	582-2127				
	Table Mound, 100 Tower Dr.	588-8334				
	Wahlert H.S., 2005 Kane St.	583-9771				
	Washington Jr. H.S., 51 N. Grandview	588-8380				

2/6/01

1 Operation: New View Community Action Agency 2/6/01

CONTACT/NAME	# KIDS	# FAMILY	PHONE/ADDRESS	CONTACT DATE	APPLICATION	MAILED	TRACKING	REFERRAL	STATUS
	1	3		8/9/00 call in	**7/15/00	7/15/00	9/4/00	Des Moines	approved
	4	6		5/5/00 in person	*5/5/00	4/1/00	5/10/00	St. Patrick's	denied
	4	6		left several mssgs.				Farmland	closed
	1	2						Hillcrest	open
	3	5		9/20/00 @ 3:43pm	mtg. 9/22/00	no-show	10/22/00	School	closed
	2	4		2/16/00 in person	2/17/00	2/22/00	3/18/00	Pat Mc.	denied
	1	2		10/24/00 @ 5:00pm	*11/2/00	11/3/00	12/2/00	aTb p r	o v e d
	4	5		5/8/00 @ 1:50pm	5110, 6/26/00	5/10/00	6/26/00	Anthony	Medicaid
	2	3		4/18/00 @ 2:25pm	moving			Sandy Y.	closed
	4	5		3/30/00 in person	*3/31/00	3/31/00	4/30/00	Anthony	approved
	2	4		7/11/00 @ 3:20pm	*7/21/00	7/21/00	8/21/00	A/VNA	open d
	1	2						chool	Medicaid
	1	2		9/13/00 @ 2:40pm	*9/21/00	9/21/00	10/21/00	School	Medicaid
	1	2		11/2/00 @ 11:20am	*mailed app.	11/8/00	12/12/00	Manchester	open
	2	3		11/15/00 @ 12:15pm	*11/16/00	11/29/00	12/29/00	Finley	pending
	2	3		6/21/00 @ 1:27pm	mtg. 6/28/00	no-show	7/28/00	Farmland	Medicaid
	1	2		10/23/00 @ 3:10pm	10/24/00	10/24/00	11/24/00	TH	pending
	2	4		4/27/00 @ 2:55pm	*3/31/00	3/31/00	4/30/00	call in	re-app.
	1	3		9/26/00 @ 3:33pm	*9/27/00	9/29/00	10/28/00	VNA	appeal
	1	2						VNA	open
	3	4		3/4/00 @ 2:20pm	• 4/6/00	4/6/00	5/6/00	Sandy Y.	approved
	1	2		11/2/00 @ 11:15am	mtg. 11/2/00	no-show	12/2/00	Mother	open
	4	6		11/4/01 @ 3:58pm	mtg. 1/5/01	canceled	2/5/01	VNA	closed
	1	2		VNA mailed app.	10/31/00		11/30/00	VNA	open
	3	5		4/12/00 @ 3:50pm	*4/19/00	4/26/00	5/26/00	Pat Mc.	Medicaid
	3	5		7/27/00 @ 3:15pm	• 7/26/00	7/26/00	8/26/00	HeadStart	approved
	4	5		3/14/00 @ 4:00pm	3/16/00	3/16/00	4/16/00	Pat Mc.	approved
	2	4		1/5/01 walk-in	*1/5/01	1/5/01	2/5/01	friend	pending
	3	5		9/27/00 walk-in	*9/28/00	10/28/00	11/28/00	Farmland	approved
	1	2		9/13/00 @ 2:46pm	*9/21/00	9/21/00	10/21/00	TH	Medicaid
	1	2		9/1/00 @ 12:04pm	*9/5/00	9/5/00	10/5/00	cousin	pending
	1	6						VNA	open
	2	3		11/16/00 @ 2:52pm	• 2/20/00	12/21/00	1/19/01	Daycare	Medicaid

AUTHORIZATION FOR RELEASE OF INFORMATION

To provide you with excellent support, we ask that you complete the following form. By giving your consent for **the Operation: New View Community Action Agency Staff** to exchange information **with** our partners, you will reduce application-processing time and speed up your access to health coverage. Additionally, you will make it possible for ONVCAA to serve you directly once you are enrolled. We want to be your local resource to help you make the most of your health benefits. Thank you for your cooperation!

I authorize **Operation: New View Community Action Agency (ONVCAA) Staff, the Iowa State Department of Human Services (DHS)** and their **contracted agent**, to exchange information about me or my household. I release each of these organizations from liability for disclosing the information below even if it is confidential. The information that can be shared is:

- ☐ Any information on the HAWK-I application or information that relates to obtaining health insurance for my children
- ☐ Any information obtained through my employer, as outlined on page 1 of this Authorization form

This permission ends: One (1) year from date of signing of this agreement

Print Name: _____ Address: _____
Phone Number: _____
Signature: _____ Social Security #: _____
Date: _____

Number of people in household: _____ *Number of children in household:* _____

Witness: _____ Date: _____

Comments:

Referring Agency @applicable): _____

AUTHORIZATION FOR RELEASE OF INFORMATION

To provide you with excellent support, we ask that you complete the following form. By giving your consent for the **Operation: New View Community Action Agency Staff** to exchange information with our partners, you will reduce application-processing time and speed up your access to health coverage. Additionally, you will make it possible for ONVCAA to serve you directly once you are enrolled. We want to be your local resource to help you make the most of your health benefits. Thank you for your cooperation!

I authorize _____ (employer) located at _____ to release information about my household or me to the **Operation: New View Community Action Agency Staff**. I release this employer from liability for disclosing the information below even if it is confidential. The information that can be shared is:

Total gross pay for the last 30 days
Corresponding dates paid
Amount of last 30 days pay for overtime/special pay that will not continue

This permission ends _____

Print Name: _____
Signature: _____ **SSN:** _____
Date: _____

----- (For internal use) -----

Spoke with _____ of _____ Date: _____

Pay for 30 days: \$	Dates	Paid:	Special/OT:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Witness: _____ **Date:** _____

Comments:

Hawk-I Recruiter Monthly Report

	<i>Personal</i>	<i>Families</i>	<i>Employers</i>	<i>Groups</i>	<i>Health Providers</i>	<i>Follow-up</i>	<i>Total Applications</i>	<i>Barriers</i>	<i>State Calls</i>	<i>% Goal</i>
1										
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4										
5										
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Budget Tracking Form

[illegible]

Dubuque County HAWK-I Outreach

October-November-December, 2000

1. *Outreach Activities*

- a. Collaborations with Human Rights Department (Dubuque), March of Dimes 'Make a Difference Day', WIC, Department of Human services (DHS), Child Support Recovery Unit (CSRU), and the VNA
- b. 44 contacts with families, over 32 personal contacts **with** county businesses, 12 contacts with employers, 12 contacts with Health Providers, and 5 **group** contacts.
- c. Follow-up **with** a total of 50 applications
- d. There has been a total of 28 calls to the state level (**MAXIMUS**)
- e. Mediation between concerned families and **MAXIMUS**

2. *Successfulness of Outreach Activities*

The outreach activities are moving **successfully** and with **the** new HAWK-I Recruiter joining the staff, involvement **within the** county should increase tremendously. The activities focused on this quarter will continue to provide foundation for the advancement to the goals set **forth** by the HAWK-I Board. The addition to tap into the school district by means of truancy mediations has provided additional referrals **with** caseworkers providing necessary information and materials about the HAWK-I program to potential clients.

3. *Barriers to Outreach Activities*

The stigma of welfare continues to be **trouble** to the **signup** process with people being blatant about dealing with the Department of Human Services. Most clients concerns are **that the** program stipulates a ten (10) day processing time and it **continues** to not move in a timely and effective manner. **MAXIMUS continues** to take longer to process applications **within** the ten day processing time, **in** particular when HAWK-I is denied and it goes through Medicaid route. Also, the health providers have not been responding to clients once **they** are approved and select a provider. Some clients have been waiting for up to 2-3 **months** for a response. When **the** applications are approved, it is taking a considerable amount of time for the providers to establish contact **with the** clients.

4. *Best Practices*

- a. Collaborations with the school districts, **the** VNA, WIC, and Hillcrest Family Services **continues** to be **successful**
- b. Presentations within the community are becoming steady with **an** average of 2-3 weekly.
- c. Mediations between families and **MAXIMUS** continues to provide a great word of mouth advocacy for the HAWK-I program
- d. Truancy mediations **with the** Dubuque County Attorney's **office** have provided an extra boost in the referral process.

5. Activities change to ensure success

We have hired a Dubuque County HAWK-I **Recruiter** with the current recruiter **moving** to the role of Tri-County Outreach Coordinator for the HAWK-I Program. This shift will give the county two avenues to disseminate information **concerning HAWK-I**. Continuing to make contact with the Telegraph-Herald to do a follow-up article on HAWK-I. Continuing to work on a billboard featuring HAWK-I (use of poster) to provide more awareness of the program, if funds are available. There continues to be considerable postings of brochures and contact information with city/county merchants. The authorization for release forms has been modified to incorporate more collaboration with a large number of referral agencies. Lastly, copies of Health Plans with all papers and insurance cards to display to potential HAWK-I recipients would be beneficial for **the recruiters** to have for a guide.

6. County Outreach Pan Update

Collaboration with organizations and institutions has been foremost the most active and persistent way to the **signup** process. School nurses, along with WIC and the VNA, continues with assistance either by helping clients with the application process or referring them to the HAWK-I Recruiter. Receipt of the pilot grant has provided depth in the area of tracking, dissemination of materials, presentations, and collaborations **across** the three (3) counties of service. This has alleviated some of the communication barriers between Jackson, Delaware, and Dubuque County. This addition has increased consistency among the three counties. Tracking applications **was** a problem with brochures at other places and since has proved to be advantageous with the new modified authorization for release of information forms. We have, for the end of this quarter, made contact and potential coverage to 343 children. Contact with 608 individuals has been made through direct contact with the **recruiter** in response **to** our enrollment target of **877**.

7. Summary

The report is presented for the months of October-November-December, 2000. HAWK-I is continuing to run smoothly with minor problems existing at the state level and the health providers. We continue to be steady with our numbers and they will continue to grow with the addition of the **outreach** coordinator position for the three counties and three new staff members, one in each of the counties that we **serve**, Dubuque, Delaware, and Jackson. News coverage of the program increased awareness **with** the community beginning to lend support and referrals. We are on our way to reaching the targeted goal with next **quarters** activities consisting of collaboration with the school districts as they are preparing for the enrollment process for their **kindergarteners**.

In closing, we continue to position ourselves within the community by **providing** timely and efficient information regarding the HAWK-I Program. Awareness, application process, availability, and advocacy are rapidly becoming our focal point with client satisfaction continuing to grow as our numbers continues to increase. The program is fully staffed with eager, competent, compassionate, and professional personnel in order to reach those who may qualify for the program. I am once again pleased to report that all is well within **the** HAWK-I program.

Sincerely,

Anthony R. Allen, Jr.
Tri-County Outreach Coordinator

Date: January 18, 2001

Anthony R. Allen, Jr.
HAWK-I Tri-County Outreach Coordinator
Operation New View CAA
1473 Central Avenue
Dubuque, Iowa 52001

Tom Stovall
Executive Director
Operation: New View CAA
1473 Central Avenue
Dubuque, IA 52001

Dear Tom Stovall,

HAWK-I is continuing to run smoothly with minor problems existing at the state level and the health providers. Clients are continuing to complain about the time it takes to process applications for the program in particular when the application is referred to Medicaid and/or when the application is approved and a provider is chosen. We have found that it is taking a considerable amount of time for the providers to contact the families in response to them choosing a provider. Most of the cases have occurred with Iowa Health Solutions. With that small adjustment to the program I anticipate that HAWK-I will become a household name in due time. We continue to be steady with our numbers and they will continue to grow with the addition of the outreach coordinator position for the three counties and three new staff members, one in each of the counties that we serve, Dubuque, Delaware, and Jackson County. News coverage of the program increased awareness with the community beginning to lend support and referrals. We are on our way to reaching the targeted goal with next quarters activities consisting of continued collaboration with the school districts, both parochial and public, as they are preparing for the enrollment process for their **kindergarteners**.

We have over the last two quarters served, collaborated, and assisted families who were laid off **from** Farmland Foods, the Tregadar Plant (Manchester, IA), Sinsinawa Mounds (Sisters of St. Francis), March of Dimes "Make a Difference Day", City of Dubuque's Human Relations Conference, and the Dubuque, Delaware, and Jackson County school

districts. We have continued to be referred to with great collaboration and assistance from the Dislocated Worker Program and the Iowa Workforce Development Center. I am happy to report that our efforts across the state has increased with the collaboration and dedication of the coordinators and recruiters doing a fine job with communication, sharing, and assisting one another to ensure that the program meets the goals set forth by the State Department of Human Rights, the State Department of Human Services, as well as, the National Campaign and the local campaigns across the State of Iowa.

We have collaborated with organizations and institutions that have lead to the most active and persistent way to the **signup** process. School nurses, along with WIC and the VNA, continues with assistance either by helping clients with the application process or referring them to the HAWK-I Recruiter. Receipt of the pilot grant has provided depth in the area of tracking, dissemination of materials, presentations, and collaborations across the three (3) counties of service. This has alleviated some of the communication barriers between Jackson, Delaware, and Dubuque County. This addition has increased consistency among the three counties. Tracking applications was a problem with brochures at other places and since has proved to be advantageous with the new modified authorization for release of information forms. We have, for the end of this quarter, made contact and potential coverage to 343 children. Contact with 608 individuals has been made through direct contact with the recruiter in response to our enrollment target of 877 for the county of Dubuque.

The HAWK-I Program is a program of infancy and will continue to develop with the determination; goal orientated, and collaborated effort, which is evident amongst the people who serve the clients of both eligible and recipients of the program. I am happy to be a part of a program that not only provide health coverage for our finest of citizens, but also ultimately brings communities together with a goal for having a healthy future for our children.

In closing, we are in a great position in regards to awareness, application process, availability, and advocacy. We are continuing to reach people while the upcoming events of the spring months will add to an increase in children being covered under the HAWK-I program. I am pleased to report that all is well in the HAWK-I program.

Respectfully yours,

Anthony R. Allen, Jr.
HAWK-I Tri-County Outreach Coordinator
Operation New View Community Action Agency

MATURA Action Corporation
203 West Adams
Creston, Iowa 50801
641-782-8431

Tina M. Nourse, RN, BSN
WIC/MCH Coordinator

Connie Spurgeon
HAWK-I Coordinator



***** Making a difference in the lives of our children and families
through our communities*****

MATURA Action Corporation

HAWK-I Partnerships

- **Department of Human Services** – MATURA Action Corporation holds both the DHS Outreach Grant and Community Action Outreach Grant for the HAWK-I program. By combining the funding of these grants, we hired a full-time coordinator whose only responsibility is to inform communities, organizations, families, and individuals about HAWK-I health insurance.
- **Education-Every** school in each county has been contacted. The schools have sent newsletters home with every child in their school district, have referred the names of children enrolled in the free/reduced lunch program, and have allowed HAWK-I booths at their Parent-Teacher Conferences. A presentation has also been completed with every school superintendent and our local community college adult education program.
- **Public Health** – Information has been presented to all Parents as Teachers Educators, Lamaze Instructors, and other Nursing Staff. HAWK-I information is also available at all Immunization clinics, Lead Testing clinics, and Car Seat Safety Check-points.
- **Media** – Advertisements have been completed via the local newspapers, radio stations, and cable television. Advertisement on the local cable channel has generated calls for applications and has reached not only the targeted audience but also grandparents and relatives who in turn spread the word to their families. From this activity, one young couple applied for HAWK-I for their 2-year-old son in September. He was accepted on October 1st and on October 7th had major surgery.
- **Farmers** -Flyers were created that target farmers that are paying more than 5% of their gross income for health insurance or have no insurance. These flyers were put up in salebarns, ASCS offices, and all County Extension Offices. After putting up these flyers, one farm family applied for HAWK-I and was approved for coverage of their 4 children. For the first time in their life, their children are now insured.
- **Self-Employed** – Contacts were made with all insurance offices in the 6 counties that we serve. Because of premium increase for health insurance, insurance agents are now helping to spread the word to self-employed clients. These contacts have already led to three applications with one application already approved.

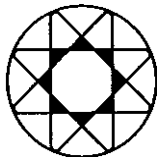
- Area Education Agencies -Educational displays are being set up at all Area Education Child Health Fairs. This gives us the opportunity to meet parents of preschool children, answer questions about HAWK-I, and promote the program to other professionals in the area. We are also involved with the Early Access program that is housed at our AEA.
- Law Enforcement Center – Presentations have been completed at all law enforcement centers in our counties. This led to a referral for a single-parent family. A young man had just divorced and had custody of his 2 children. Because the law enforcement center got involved, they referred this individual to HAWK-I and now his 2 children have insurance.
- Chamber of Commerce – By becoming involved with the local chamber of commerce in each community, we have had contact with many businesses, organizations, and community events. These include local tax accountants, grocery stores, factories, gas stations, day care centers, vision clinics, dental offices, and pharmacies. Each business that we can bring information to helps pass the HAWK-I word to their employees and customers.
- Empowerment – Attendance at Board of Health Meetings, Empowerment Meetings, Interagency Meetings, and Decat. Meetings has given us the chance to meet with professionals in our area and discuss the HAWK-I program. We have received valuable input on ideas for outreach, received referrals for potential applicants, and have made these communities aware of HAWK-I. These meetings have also allowed us to update each county on HAWK-I enrollment statistics and become a more integrated part of the communities that we serve.
- HAWK-I Lunch Bunch – HAWK-I Coordinators, DHS Staff, Outreach Workers, and Volunteers gather each quarter to discuss HAWK-I questions, problems, and solutions. This meeting has been instrumental in collaborating outreach strategies with other people in our area and keeping informed of the activities that are occurring in Southwest Iowa.

HAWK-I



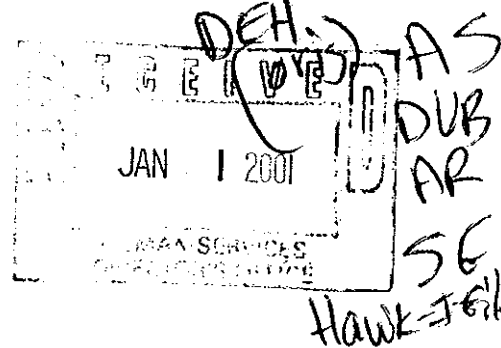
Every spring our farmers plant their crops.
They also insure that crop.

Lets take a lesson from our farmers and
insure Iowa's most valuable crop—our
CHILDREN !!!



Community Health Services of Marion County

104 South 6th St. • P.O. Box 152
Knoxville, IA 50138-0152
Ph: (641) 828-2238 • Fax: (641) 842-3442



*Headlee
Anderson
Rasmussen*

January 29, 2001

Dear Mr. Huston and HAWK-I Board Members,

I understand that the HAWK-I Board has approved the development of a television and radio campaign to promote public awareness and increase enrollment in the HAWK-I program. As a member of a grassroots coalition brought together by the Covering Kids in Iowa Program to mount local grassroots activities, I would like to share my experiences with you. I believe that a well-conducted media campaign is essential for providing effective support for my grassroots efforts. While some might argue that such a campaign is not needed, my experience suggests otherwise. I believe a campaign will compliment outreach efforts in the following ways:

- 1) Before the HAWK-I Board even considered a second statewide media campaign, several outreach workers had intended to develop their own local television commercials. Clearly, a statewide campaign will be even higher quality, and eliminate duplication of efforts. It will also save money for outreach projects to be able to implement other effective activities.
- 2) The commercials will increase name recognition for HAWK-I among a wider audience, which will result in more families recognizing HAWK-I at community events, on posters, and other activities. I believe a direct result of this will generate more interest, questions and phone calls about HAWK-I.
- 3) A common concern among outreach workers is the **difficulty** in reaching the working families for whom HAWK-I is intended. Many of these families are not familiar with government assistance programs and are unlikely to call or visit the offices in which DHS outreach workers are located. I believe that a media campaign will more effectively reach these families.

The statewide HAWK-I media campaign offers numerous opportunities to support our outreach efforts. I want to thank the HAWK-I Board for allocating funds for this campaign. I believe it will make a difference in the lives of thousands of Iowa's families.

Sincerely,

Kim Dorn
Director of Community Health Services

Diane Ellis
Covering Kids Pilot Site Coordinator

cc: Governor Thomas Vilsack

Jessie Rasmussen, Department of Human Service Director

The Impact of HAWK-I on Families

After being in the HAWK-I program for one year families report:

- 9 A significant reduction in family stress.
- 9 Overall, their children are healthier.
- 9 Their children had significantly fewer sick days & missed less school.
- 9 They had fewer emergency room visits.
- 9 They were significantly more likely to have a personal doctor or nurse.